

Gabriel Malikian

661-456-6068

Los Angeles, CA

gabrielmalikian.com/portfolio

COPYWRITER & STRATEGIST

SKILLS

STRATEGY

Brand positioning · messaging platforms · GTM · audience definition · market research

CREATIVE

Copywriting · scriptwriting · CD · campaign ideation · content strategy

CHANNELS

Digital · OOH · email · social · video · print · podcast · streaming

ANALYTICS

Google Analytics · Ahrefs · HubSpot

PRODUCTION

Video production · briefing · casting · film lighting + camera

TOOLS

Adobe Suite · Figma · Monday · Google Workspace · AP Style

EDUCATION

UCLA

B.A. English
Creative Writing, 2012

Academy of American Poets —
Edith & Fred Herman Memorial Prize

Undergraduate Research Center
Dean's Prize — Poetry Chapbook

EARLIER

News Editor

Ring (Amazon)

2017 - 2020

Real-time reporting for the Neighbors app. Journalistic standards executed at speed, covering the entire US.

Content Editor

Baaz

2016 - 2017

Editorial voice and English-language style guide built from scratch for a MENA-focused social media startup.

Key Grip · Gaffer · Camera

2009 - 2015

Hundreds of productions. The execution discipline and pressure-tested communication that inform everything since.

Copywriter, creative director, and strategist with 12+ years of full-time writing experience, including agency, in-house, and as founder. I work at the intersection of brand strategy and craft: positioning, communications, and campaigns that improve business goals and brand power. Background in film production means I'm comfortable delivering quality under pressure—script edits on a soundstage? Check. Especially sharp on complex B2B: healthcare, finance, AI, and professional services.

EXPERIENCE

Founder & Creative Director

2025 - Present

Deep Spoon

- Creative and branding agency for Los Angeles-based tech and B2B.
- Positioning, brand identity, GTM strategy, messaging platforms, and campaign creative.
- Expertise in translating complexity and working with emerging markets.

Sr. Copywriter & Strategist

Dec 2021 - Present

Afton Klein Group

Promoted from Jr. Copywriter; now leading creative direction across the agency.

- Brand strategy, positioning, messaging, and campaign creative across B2B and B2C: healthcare, real estate, food + drink, and professional services.
- Leads client relationships end-to-end — discovery, brand positioning, research presentations, and creative reviews with C-suite stakeholders.
- Builds and manages multi-channel marketing strategies: digital, OOH, social, email, video, conferences, and streaming.
- Creative direction across design and video — briefing, scripting, production oversight, and delivery.
- Consistently produces work that meets or exceeds performance benchmarks; mentors junior creatives.